



AVOID DUI Task Force Riverside County PRESS RELEASE



FOR IMMEDIATE RELEASE

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KNOW YOUR LIMIT Program *Buzzed Driving Is Drunk Driving*

In November 2014, the Riverside Police Department launched a new program called "Know Your Limit." On Saturday, July 3, 2015, members of the "Know Your Limit" program will be deployed on foot into Riverside's various entertainment districts where they contact restaurant, club and bar patrons outside the businesses. Patrons who have consumed alcohol will be asked if they would like to volunteer to be checked with a breathalyzer device to see what their current blood alcohol content (BAC) level is. The officers will explain that it's an educational program designed to raise awareness of how little alcohol it takes to register a 0.08 percent BAC. During the contact the volunteer will be asked if they feel the effects of any alcohol and if they would feel safe to drive a vehicle. Patrons will be allowed to blow into the breathalyzer device and then shown their results. At the end of the volunteer's participation in the program, they will be given the tube from the breathalyzer, a sticker or an educational card as a reminder that also provides information on alcohol consumption and burn-off times as well as the common penalties for the first time DUI driver.



Summertime should be a fun time for those who choose to celebrate the right way: with a plan for a sober ride. If you make your plans when you're sober, you won't make a bad decision when you're drunk. When you drive drunk, you run the risk of killing yourself or someone else. Even if you don't harm anyone, the average DUI costs about \$10,000. Wouldn't you rather pay for a taxi?

As you make your summertime party plans, the California Office of Traffic Safety is offering a free mobile app – DDVIP – aimed at thanking the sober designated driver with incentives and free offers at area bars and restaurants. Funding for this is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration who reminds every motorist to Report Drunk Drivers – Call 911! Remember, *Buzzed Driving Is Drunk Driving*. Don't do it.

